

Cookie Rally Patch Program

For Service Units and Troops



Earn a fun patch to kick off your Girl Scout Cookie Season with the ultimate party for girls: a Girl Scout Cookie Rally! Different from Cookie University, service units and/or troops will host a rally full of fun and interactive activities for girls to learn about the skills needed to master the Cookie Program.

Steps to earn your Cookie Rally patch:

- [Order your patch](#) (available while supplies last)!
- Complete the required activities.
- Complete 5 additional activities of your choice.

Activities marked with * have additional resources attached to this document.

Activities in [green](#) are linked to online resources.

Required:

- ☐ Practice sharing your cookie goal and telling customers how they can help you achieve your goal. Use “My Why” to get started.*
- ☐ [Review Safety Tips](#) for the Girl Scout Cookie Program
- ☐ Marketing
 - Create signs for a cookie booth*
 - Explore digital marketing and conversation starters*
- ☐ Money Management
 - Create payment whiteboards*
 - Calculate your goals*
- ☐ Additional Activities
 - Host a Cookie Creations contest. Have girls come up with their own recipes with cookie and bring in judges and award prizes. [Example recipes.](#)
 - [Cookie Entrepreneur Family Pins](#)
- ☐ Cookie Knowledge
 - Play a game of Clue and guess which Girl Scout Cookie is being described.*
- ☐ Meet the Mascot
 - Make a Spinning Panda Ring*
 - Make Panda SWAPS*
 - 3D Panda*
- ☐ Set Your Goals
 - Create a rewards poster*
 - Make a Rock Photo Frame as a goal reminder*
 - Make a goal tracker*

It's Girl Scout Cookie Time!

My first name is _____. Please help me reach my goal of selling _____ packages so my troop can _____.

You can order by visiting my cookie site at _____.
or you can also order by phone or email by reaching out to my adult helper _____ at _____.

Girl Scout Cookie™ proceeds stay local and every purchase means business smarts, adventure, and success for girls in your community.

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Cookie Knowledge — Clue Cards



Guess the Girl Scout Cookie™!

Learning about cookies is important and fun! In this game, Girl Scouts get a series of clues to guess the correct cookie. Play one-on-one or with a group.

Supplies:

- [Clue Cards template](#)
- Scissors
- Glue or tape
- Optional: Small prizes for winners

Instructions for making clue sleeve:

1. Cut out game clue sleeve along dotted line.
2. Fold along solid lines and tape flap at the back to make an envelope that opens at the top and bottom.
3. Cut clue slips along dotted lines.
4. Insert one clue slip in the sleeve.

Instructions for game play:

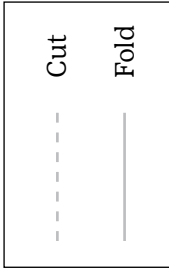
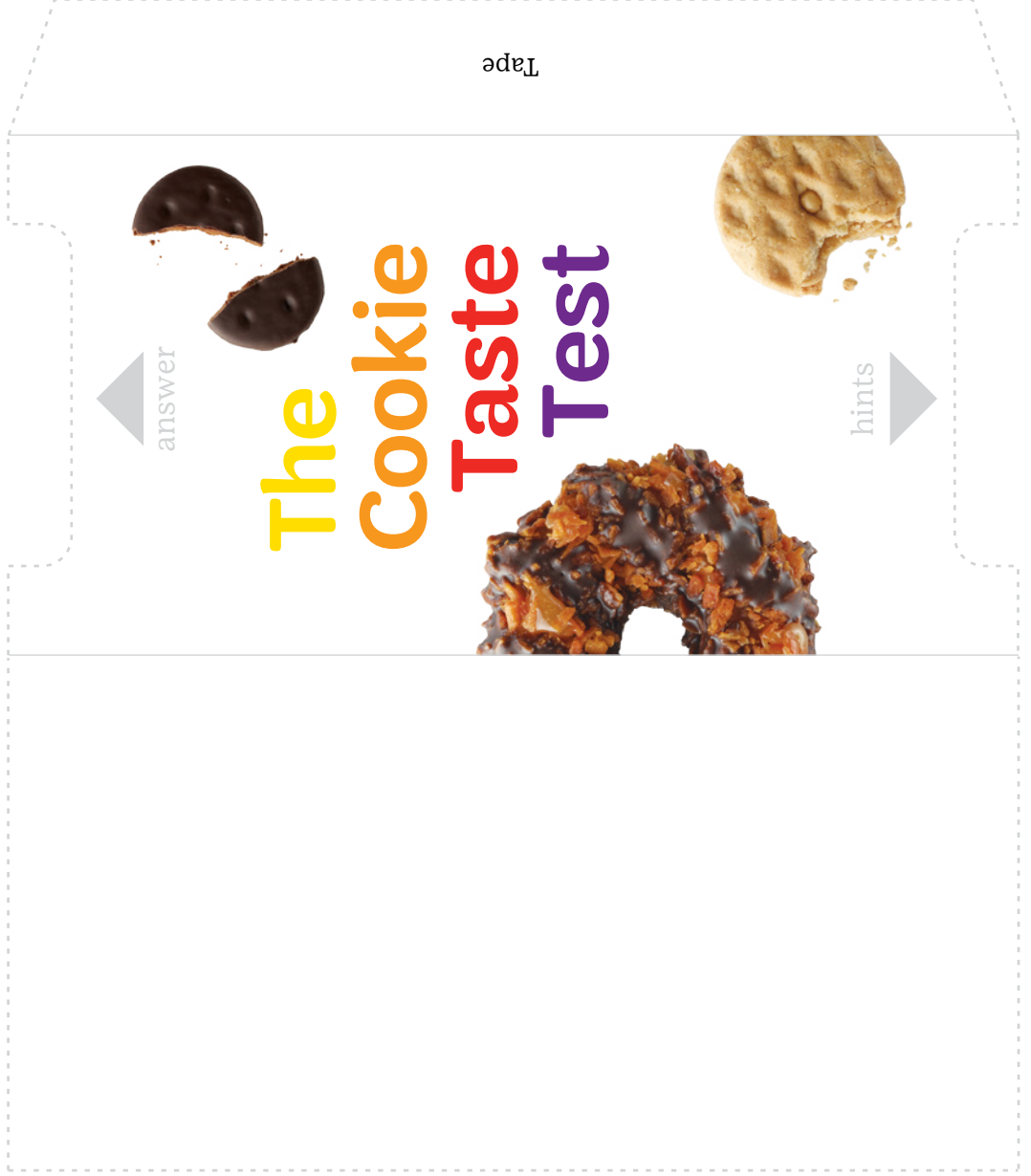
1. Players take turns being the cookie expert.
2. The cookie expert reads clues one at a time to one or more players. Players guess which cookie is being described. Clues are revealed by pulling the slip down in the sleeve.
3. Players get points based on the clue's difficulty. Points are indicated with each clue. The player with the most points wins!



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Cookie Knowledge — Clue Cards template (1 of 2)

Clue Sleeve Front



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Cookie Knowledge — Clue Cards template (2 of 2)

Cut



**Girl Scout
S'mores®**

Crispy and marshmallowy
Hint 3: 1 pt

Chocolatey aroma
Hint 2: 2 pts

Golden brown color
Hint 1: 3 pts



Thin Mint®

Fresh and minty
Hint 3: 1 pt

Crispy wafer
Hint 2: 2 pts

Dark and rich
Hint 1: 3 pts



Tagalongs®

Salty and nutty
Hint 3: 1 pt

Soft and melty
Hint 2: 2 pts

Creamy and chocolaty
Hint 1: 3 pts



Samoas®

Smells coconuty
Hint 3: 1 pt

Drenched in caramel
Hint 2: 2 pts

Chewy cookie
Hint 1: 3 pts



Lemon-Ups®

Zesty and lemony
Hint 3: 1 pt

Icing drips
Hint 2: 2 pts

Buttery shortbread
Hint 1: 3 pts



Do-si-dos®

Soft nutty filling
Hint 3: 1 pt

Toasty golden brown
Hint 2: 2 pts

Sweet and salty
Hint 1: 3 pts

See instructions on next page.

Supplies:

- Panda Ring template
- Construction paper
- Brad fastener
- Scissors
- Glue or tape
- Hole punch
- Panda fun facts



The sweet payoff:

When Girl Scouts make this accessory for the panda plush, they'll be extra motivated to earn the reward.

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Meet the Mascot — Spinning Panda Ring instructions *Little Brownie*

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- 1 Print the [Panda Ring template](#). Cut out a panda and punch a hole on its nose.



- 2 Make a ring band by cutting strips of colored paper. Size it on the finger and tape in place.



- 3 Punch a small hole in the ring band and put a brad through the panda nose hole and ring hole to attach. Spin and enjoy!



Optional Spinning Flower Ring for your Panda Friend

- 1 Cut pieces of colored paper into two-inch squares. Fold the paper into a triangle three times. Cut a curve into the open end of the triangle to make an ice cream cone shape.



- 2 Open it up to reveal a flower, and punch a small hole into the center.



- 3 Make a ring band by cutting strips of colored paper, sizing it to a finger, and taping in place. Punch a small hole in the ring band and put a brad through both the flower hole and ring hole. Now the flower spins, too!



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Meet the Mascot — Panda SWAPS



Pin the panda

Invite Girl Scouts to make special panda SWAPS, which stands for “Special Whatchamacallits Affectionately Pinned Somewhere.” Encourage them to exchange these small tokens of friendship with one another.

Supplies:

- Panda SWAPS template
- Cotton ball or pompom
- Clothespin
- Scissors
- Glue
- Optional: Googly eyes

Instructions:

1. Print the Panda SWAPS template.
Cut out the panda along the dotted line.
2. Glue the cotton ball or pompom to the belly of the panda. Glue on the googly eyes if you have them.
3. Glue the panda to the clothespin and swap with a Girl Scout friend.



The sweet payoff:

Girl Scouts will learn all about their new cookie friend while creating materials to catch a customer's eye.

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Meet the Mascot — Panda SWAPS template

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Meet the Mascot — 3D Panda



Introduce their new pal

Panda fans can bring the mascot to life with this fun craft! Learn more about Měi Lan (May-áy Lá-on) while making it, and use it as a reminder of the panda plush that entrepreneurs can earn this season.

Supplies:

- 3D Panda template
- Scissors
- Glue or tape
- Panda fun facts

The sweet payoff:

Entrepreneurs will learn all about their panda pal and have a takeaway to keep them motivated this Girl Scout Cookie Season.

- 1 Print the 3D Panda template and cut along the dotted lines. Do not cut all the way around the panda head.



- 2 Unfold and create a cone shape with the base and tape or glue it. Fold down Měi Lan's head.



- 3 Cut out arms and other accessories. Tape or glue them to Měi Lan.



- 4 Learn about Měi Lan with the Panda Fun Facts sheet.

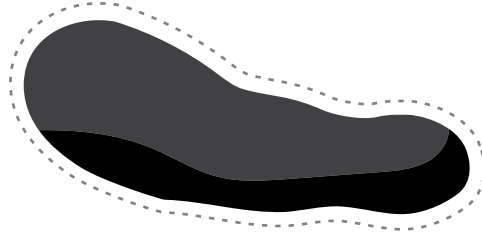
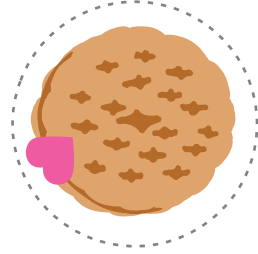


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Meet the Mascot — 3D Panda template

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Mei Lán
美蘭
My name means beautiful orchid and wise lady



Rewards — Poll



Explore a forest of rewards

Create a bamboo forest and attach images of the rewards items to the stalks. Girl Scouts can vote for the items they'd like to earn by cutting and adding a leaf to the stalks displaying their favorite items.

Want real-time results? Create an online poll to project on a screen or wall. Girl Scouts can vote and instantly see the crowd's favorite rewards!

Supplies:

- Green paper
- Green streamers
- Markers
- Tape



The sweet payoff:

Choosing their favorite rewards will motivate

Girl Scouts to set specific goals — and make a marketing plan to earn them.

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Goal Setting — Rock Photo Frame



Rockin' goal reminders

Teach entrepreneurs how to set a goal by explaining the “why” behind it. For example, do they want to go camping with their cookie proceeds? Or go to an amusement park?

Girl Scouts can use this DIY photo frame as a reminder of their “why” — and display it at booths!

Supplies:

- Palm-sized river rocks
- Aluminum wire
- Index cards
- Scissors
- Pliers
- Markers

1

Encourage Girl Scouts to write their “why” on paper or an index card. Cut a length of aluminum wire for them using pliers or scissors. (Note: An adult should complete this step, not Girl Scouts.) Bend the ends of the wire so they're not sharp.



2

Wrap the rock with wire then bend so wire is straight up. To make the clip, wrap your finger or other cylinder at least twice. Place the “why” in the clip.

The sweet payoff:

This display is a new way Girl Scouts can engage customers about their “why” at booths!



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Goal Setting — Goal Tracker



Goal on a roll

After setting their goals, Girl Scouts will be on a roll this season! With this DIY package goal tracker, they can keep tabs on their progress and share it with customers.

Supplies:

- Goal Tracker template
- Cardboard tube
- Scissors
- Tape
- Markers

The sweet payoff:

By turning goal setting into a fun game, this activity motivates Girl Scouts to keep going throughout the season.



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Goal Setting — Goal Tracker instructions

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- 1 Print the Goal Tracker template. Cut out the pieces along the dotted lines. Pay close attention to what is a cut (dotted line) and what is a fold (solid line).



- 2 Write the goal between the panda's arms.



- 3 Fold the panda stand forward and tape the flaps at the front, so the stand creates a rectangle.



- 4 Tape or glue the panda arms to the front of the tracker. Add any other accessories too.



- 5 Tape the number bands around the cardboard tube being sure not to tape to the tube. The bands need to slide around the roll so you can reset the number.



- 6 Place the cardboard tube in the stand. You can use the black line above the "Embrace Possibility" theme graphic as your number's baseline.



Display
at booths to track
your progress
and share it with
customers!

Goal Setting — Goal Tracker template

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1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0
1	2	3	4	5	6	7	8	9	0



EMBRACE POSSIBILITY

FOLD
CUT

Fold all sides in towards panda to form box

Booth Marketing — Booth Signs



Endless sign possibilities

These engaging booth signs will help Girl Scouts promote their cookie businesses. Invite them to decorate a paint-stirring stick and attach it to a sign of their choice. Customize signs with a QR code to make it easy for customers to scan and support cookie entrepreneurs!

Tip: Generate QR codes directly from Digital Cookie®!

Supplies:

- [Sign template \(coloring page\)](#)
- [Sign template \(color\)](#)
- Paint-stirring sticks
- Markers
- Glue or tape

Instructions:

1. Fill in and print a sign template or make your own. Include a QR code by printing and pasting it on, or add it digitally by using the interactive PDF template as a form.
2. Decorate the paint-stirring stick with markers.
3. Glue or tape the sign to the stick.



The sweet payoff:

Girl Scouts can get multiple messages out with these signs. Whether it's a goal poster, donation instructions or cookie list, it will get attention and boost their business.

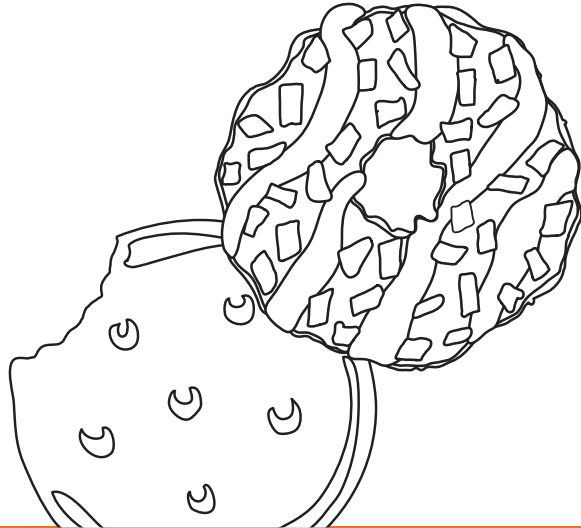
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Booth Marketing — Sign templates (coloring page)

I am selling
Girl Scout Cookies®
so I can:



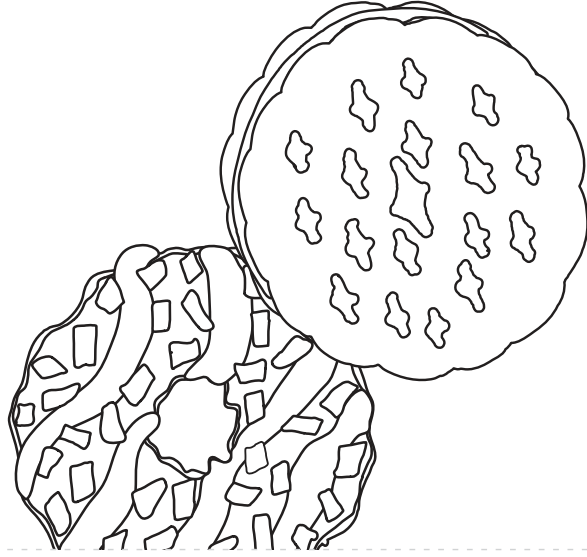
Donate Girl Scout
Cookies® to support
my goal:



Order Here



Little Brownie
BAKERS®



Order Here



Little Brownie
BAKERS®

Booth Marketing — Sign template (color)

I am selling
Girl Scout Cookies®
so I can:



Donate Girl Scout
Cookies® to support
my goal:



Order here



Little Brownie
BAKERS®



Order here



Little Brownie
BAKERS®

Digital Marketing — Digital Cookie® Video



Shine online

Girl Scouts can make their Digital Cookie pages stand out with a personalized video. Give them a simple script and a place to record and watch the movie magic happen!

Entrepreneurs can also share their video. They can send emails via Digital Cookie or post the video on social media with the help of their caregivers.

Supplies:

- Optional: Virtual Backgrounds



The sweet payoff:

On average, customers purchase more when Girl Scouts share personalized videos!

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Digital Marketing — Goal Graphics



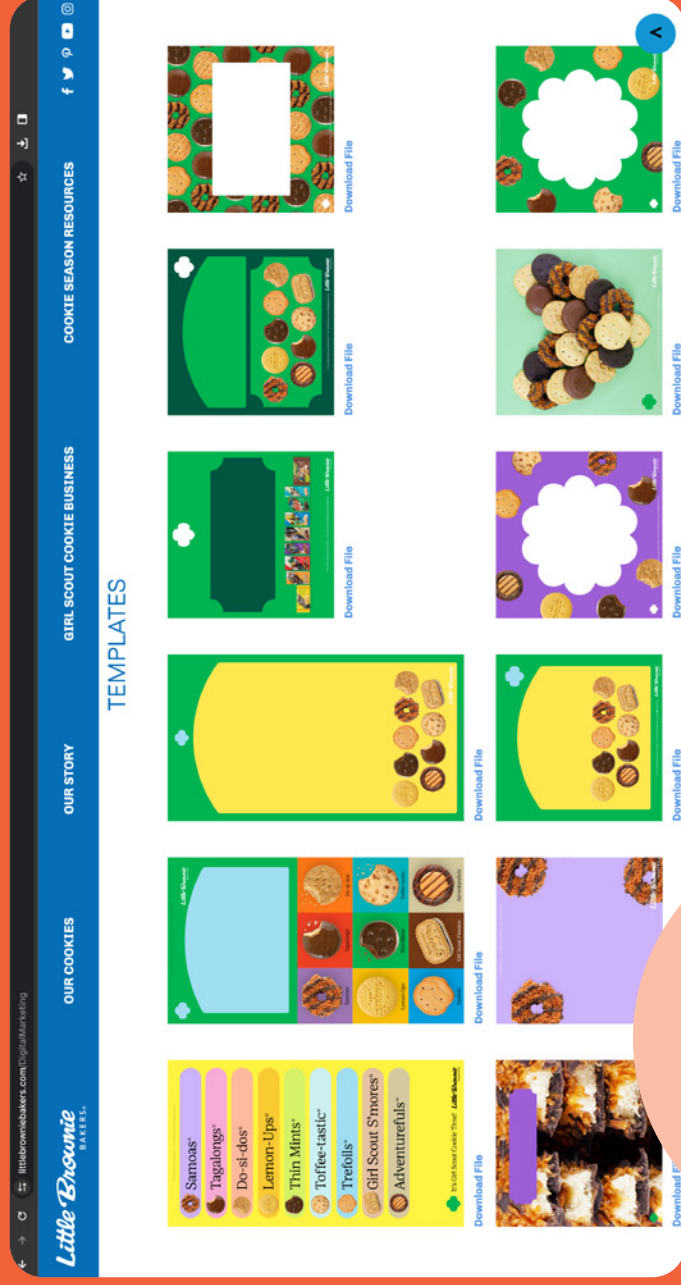
Go social and go higher

A digital marketing strategy is a key part of any entrepreneur's plan. Inspire Girl Scouts to spread the word about their online cookie businesses by customizing social graphics.

Hungry for more? Walk Girl Scouts through our Digital Marketing Basics. Print out helpful info for them to have on hand or reference it anytime on LittleBrownie.com.

Supplies:

- Social Resources



The sweet payoff:
Girl Scouts who share their goals online reach more customers and boost their businesses!

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Booth Marketing — Conversation Starter



Open the chat

Girl Scouts will love to trade these wearable conversation starters with their fellow entrepreneurs! They can write prompts on clothespins and wear them at booths to draw in customers.

Supplies:

- [Conversation Starter template](#)
- Clothespins
- Markers
- Glue or tape
- Optional: [Cookie Photography](#) and other decorations

Instructions:

1. Print template or show examples of word bubbles and their approximate sizes.
2. Write a conversation starter in the word bubble and cut it out.
3. Glue or tape the word bubble to a clothespin and clip to your clothing or sash.

Conversation starter examples:

What's your favorite Girl Scout Cookie?

Ask me about my goals!

Ask me why I love Girl Scouts.

Tell me why you love Girl Scout Cookies.

Ask me why I run my cookie business.



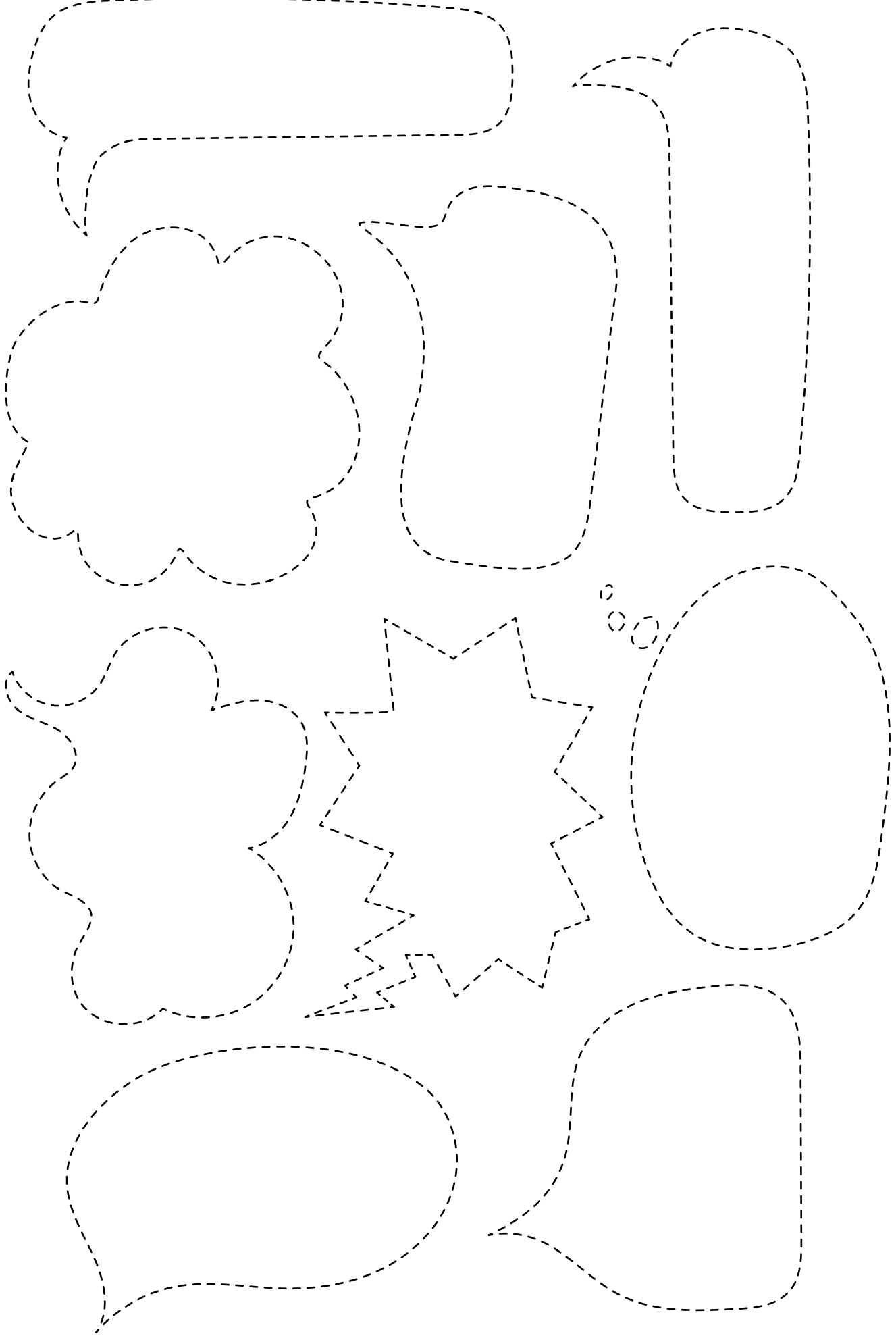
The sweet payoff:

This wearable gets customers' attention at booths and bakes in an opportunity for Girl Scouts to share their goals.

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Booth Marketing — Conversation Starter template

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Money Management — Payment Whiteboards



Ways to pay

Promote payment options on this DIY whiteboard. Whether Girl Scouts want to advertise bundles, credit card acceptance or donations, it will keep their messages front and center.

Supplies:

- Empty picture frame (size of your choosing)
- Colored paper
- Scissors
- Dry erase markers
- [Cookie Clip Art](#)

Instructions:

1. Remove the back of the frame and use it to trace a rectangle on the colored paper. Cut out your rectangle with scissors. Fit the paper into the frame and replace the back.
2. Flip over your frame. Decorate the front with [Cookie Clip Art](#) and use dry erase markers to write on the glass.



The sweet payoff:

Girl Scouts can increase the number of packages bought at booths by accepting all forms of payment — and offering donations and bundles.

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Money Management — Calculating Goals



Do the goal math

Help Girl Scouts calculate their package goals by first identifying what they want to do with their cookie proceeds.

Start with a brainstorming session, estimate the costs and let them do the math! This is a great time to discuss troop proceed tiers for total packages sold.

Make a list of ideas to help jump-start their brainstorming. Estimate the cost of activities and keep it easy by using \$5 increments. Examples: Go to the zoo for \$20; take ice skating lessons for \$30; make blankets for shelter dogs for \$30.

Supplies:

- Cookie Goal Worksheet
- Pencils
- List of ideas (optional)

The sweet payoff:

Setting a package goal can be difficult if Girl Scouts don't know what they're working toward. This activity makes it easy for them to set an achievable goal.



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Money Management — Cookie Goal Worksheet

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Find your cookie package goal by choosing what you want to do with your cookie proceeds. Start with brainstorming ideas, then make your choices and do the cookie math!

Brainstorming Ideas Think of the things you want to do, people you want to help, and places you want to go!

Do the Cookie Package Goal Math
List the things you want to do and add up the costs to see your package goal!

Activity List	Cost Estimate

TOTAL Activity Cost ESTIMATE
Add up Cost Estimate column



**TOTAL
PACKAGE
GOAL ESTIMATE**

Your Total Package Goal number is the same as the Total Activity Cost number. For every dollar needed, you need to sell one package.